

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended) A tire label, comprising:  
a woven polyester mesh label face stock; ~~coated on one side with an adhesive layer;~~  
an adhesive carried by the label face stock, at least some of the adhesive overlying a first portion of at least a first side of the label face stock, a second portion of the first side of the label face stock being substantially free of the adhesive to form a pull tab;  
a primer carried on at least a portion of the first side of ~~layer between the adhesive layer and the label~~ face stock between the first side of the label face stock and the adhesive;  
~~an RFID insert wherein the adhesive layer is between the label stock and the RFID insert, and~~  
a release liner releasably carried overlying the adhesive, the release liner being selectively removable to expose the adhesive; and;  
~~wherein the label has a pull tab and the label stock is free of adhesive in the area of the pull tab~~  
a radio frequency identification (RFID) insert carried by the label face stock, the RFID insert positioned between the label face stock and the release liner.
2. (Cancelled)
3. (Currently Amended) The tire label of claim 1 wherein at least a portion of the further comprising additional adhesive overlies the RFID insert such that at least some of the adhesive is positioned between the ~~on an opposite side of said RFID insert and the release liner~~ than the adhesive layer.

4. (Cancelled)

5. (Currently Amended) The tire label of claim 1 wherein the label face stock is adapted to conform to an irregular surface.

6. (Currently Amended) The tire label of claim 1 wherein the label face stock is made of filaments of about 64 microns diameter.

7. (Currently Amended) The tire label of claim 1 wherein the label face stock has a thread count of about 156 threads per inch.

8. (Currently Amended) The tire label of claim 6 wherein the label face stock has a thread count of about 156 threads per inch.

9. (Currently Amended) The tire label of claim 8 wherein the adhesive forms a layer having a thickness of ~~is approximately~~ 3-6 mils.

10. (Currently Amended) The tire label of claim 1 wherein the label face stock has been dyed, pigmented or printed.

11. (Cancelled)

12. (Currently Amended) The tire label of claim 1 wherein the adhesive forms a layer having a thickness of ~~is approximately~~ 3-6 mils.

13. (Currently Amended) The tire label of claim 1 wherein the adhesive ~~layer~~ is selected from the group consisting of pressure sensitive, heat seal, UV-cured, epoxy, rubber-based, acrylic based, and combinations thereof.

14. (Cancelled)

15. (Currently Amended) The tire label of claim 1 further comprising a cap layer, said cap layer carried on a second side of the said-label face stock, the second side of the label face stock opposite the first side of the label face stock~~said adhesive layer~~.

16. (Cancelled)

17. (Currently Amended) The tire label of claim 15 wherein the adhesive ~~layer~~ is selected from the group consisting of pressure sensitive, heat seal, UV-cured, epoxy, rubber-based, acrylic based, and combinations thereof.

18. (Currently Amended) The tire label of claim 15 wherein the label face stock is adapted to conform to an irregular surface.

19. (Cancelled)

20. (Currently Amended) The tire label stock of claim 15 wherein the adhesive forms a layer having a thickness of ~~is~~ approximately 3-6 mils, the label face stock is made of filaments of about 64 microns in diameter and the label face stock has a thread count of about 156 threads per inch.

21. (Currently Amended) The tire label of claim 20 wherein at least a portion of the further comprising additional adhesive overlies the RFID insert such that at least some of the adhesive is positioned between ~~on an opposite side of the RFID insert and the release liner~~ than the adhesive layer.

22. (Currently Amended) The tire label of claim 21 wherein the adhesive ~~layer~~ is selected from the group consisting of pressure sensitive, heat seal, UV-cured, epoxy, rubber-based, acrylic based, and combinations thereof.

23. (Previously Presented) The tire label of claim 1 wherein the label is die cut.

~~25~~24. (Cancelled)

25. (New) The tire label of claim 1 wherein at least a portion of the label face stock is impregnated with at least a portion of the adhesive.

26. (New) The tire label of claim 6 wherein at least a portion of the label face stock is impregnated with at least a portion of the adhesive.

27. (New) The tire label of claim 15 wherein at least a portion of the label face stock is impregnated with at least a portion of the adhesive.